

## Purpleocity-Creating Sustainable Competitive Advantage

## Professional Development Meeting Wednesday, November 7, 2018

“No two species can coexist that make their living in the identical way”, an observation by Professor G.F. Gause, and this may be analogy to dinosaurs becoming extinct because they didn’t adapt. We sometimes forget to apply this important concept to our professional and personal lives.

**Purpleocity**, which is loosely based on Seth Godin’s Purple Cow theories, takes a light hearted and interactive look at the art of determining, developing and leveraging your core competencies and creating a sustainable competitive advantage. This high energy session promises to get your creative juices flowing and send you home with dozens of ideas on how to become PURPLE and stand out from the competition!!!

The audience will be engaged in two specific exercises:

1. Identifying an example of a leader who motivated people to produce results, and how they did it
2. What competitive factor will they compete on, i.e. how will they be PURPLE!

**NOTE: attendees are strongly encouraged to dress in PURPLE for this event!**

### About the Presenter:

**Michael D. Ford, CFPIM, CSCP, CQA, CRE, CQE, CAPF, CPSM**



Michael D. Ford is Principal of TQM Works Consulting, based in upstate NY. He provides innovative solutions based on 27 years of experience in retail, distribution, manufacturing, and consulting. His work history includes software implementation, business planning, inventory control, distribution planning and corporate training. He has presented at over 275 industry events to local, regional and international audiences across the U.S., Canada, Nigeria and S. Africa.

Ford has been recognized as a “subject matter expert” (SME) within the field of operations management and served on the review team for APICS CPIM courseware updates and as an SME for the APICS Principles courseware. He is regularly invited to speak at major international conferences such as APICS (United States) and SAPICS (South Africa).

Ford combines his technical expertise with personal skills to develop a unique “outside the box” approach to life’s challenges. He offers training that is “edu-taining”!

Contact information: [michaelford@earthlink.net](mailto:michaelford@earthlink.net) or 607.624.4853 (cell).

### PDM Event Information

**Date:** Wednesday, November 7, 2018

**Location:** Salvatore’s Italian Gardens, 6461 Transit Road, Depew, NY 14043

**Time:** 5:00-6:00 pm.....Registration, Cash Bar, Networking  
6:00-8:00 pm.....Dinner, Presentation & Announcements

**Cost:** \$30 Members & Guests; \$20.00 Full-Time Students, Members not in the Workforce or Retired

**Entree Choices:** 1) Chicken Francaise; 2) Lasagna; 3) Broiled White Fish

**Register:** Online at [www.apics-buffalo.org](http://www.apics-buffalo.org) or call APICS at PPM OffiCenter (716) 648-0973

**Notes:** Reservations requested by 11/5 but may be accepted later pending space availability.

**Cancellation Policy:** Please call APICS at (716) 648-0972 by 2:00 p.m. of the day prior to the scheduled event to notify us of any changes or cancellations. Cancellations after this time are subject to billing if a replacement cannot be found.



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# President's Message



Happy Fall and hello cold weather. As the leaves begin to change, I always have mixed emotions since it's still nice enough out to enjoy but knowing that the cold is just around the corner.

Last month, a few of your local Buffalo board members were lucky enough to make it down to Chicago for the National Conference meeting. We heard a lot of great speakers and fantastic presentations. The conference is always a great time to catch up with old friends, make some new ones and hopefully learn a little bit.

This year however was something unique. Aside from the innovation that we have come to expect from APICS, we learned of a new path the overall organization is undertaking by rebranding. The rebranding will establish and welcome into existence ASCM (Association for Supply Chain Management).

The mission here is simple, to take the great pre-existing body of knowledge with APICS and build on it either through partnerships or new offerings. My intent this month is to showcase this for anyone that has yet to see it, and for those that have, encourage you to keep your ear to the ground for more news.

Since this announcement was made, the question I have gotten most is "Is APICS going away?" The answer is unequivocally NO. APICS was, is and forever will be a pillar that ASCM can build on. A good analogy that was presented is a brand of tools that you really like that is sold at a retail location. That brand is part of a larger offering. You can go there to get just that set of wrenches or you can buy that, a new TV and maybe something else you didn't even know was available for your home.

This move essentially helps to get more people in the door. We left the conference feeling wildly confident that once people "come in the door", they will want more than just the tools.

I will close with this, change is difficult, change is challenging but sometimes change is necessary. In this case it's both necessary but also very positive. For those of us who grew up knowing the APICS name and reputation, this helps to solidify that will be there for the next generation.

Yours in APICS,

Albert Testa, CPIM  
 President, APICS Buffalo Chapter

## THE UN-COMFORT ZONE with Robert Wilson

### Native American or Not: a DNA Challenge

I was motivated by my mother's stories to learn if I was part Cherokee.

When I was growing up, my mother frequently spoke of her Native American ancestry. She claimed to be one-eighth Cherokee; and often said this qualified her to live on the reservation.



I loved knowing that I was part Native American; and it contributed heavily to my sense of self-esteem. I always took the Indian side during neighborhood games of Cowboys and Indians. I collected arrowheads, learned archery, and dressed as an American Indian on Halloween. My most prized possession was an authentic arrow that was hand-made by a Native American with flint arrowhead, reed shaft, and real feathers. I bought it from the museum store in the town of Cherokee, North Carolina which was a beloved vacation destination for my family. And, my favorite television show was Daniel Boone because his best friend was a Cherokee named Mingo.

As I got older, I wanted to authenticate my Cherokee heritage. One day when I was a teenager, I got my mother to sit down with me at the kitchen table and map out her family tree on a piece of paper. I was surprised by how little she knew about her family. I had heard the story about her grandmother being half Cherokee hundreds of times, so that day I asked her for details.

She said when she was around five years old she thought her grandmother Ida looked like an Indian because of her dark hair, dark eyes, dark complexion, and high cheekbones. She told me that she said to her grandmother, "You look like an Indian," and her grandmother said, "Shhh, we don't talk about that." Mother told me that over the years she would press her grandmother for answers but that she was always put off.

I asked her which of her grandmother's parents was the Indian, and she said she didn't know. Nevertheless without any proof, my mother maintained a steadfast belief until her dying day that she was of Cherokee descent. Something created that belief in her, and I was motivated to find out.

As I've mentioned before in this column, I got the "genealogy bug" after my mother passed away and I found among her possessions a box full of very old photographs that I'd never seen before. I sorted the pictures and found some photos of Ida's parents. The Native American was clearly not Ida's mom who was a blue-eyed blonde. The black and white pho-

tos of Ida's dad showed a grizzled old man who looked like he could've been any nationality: Native American, European American, even African American. In fact, based on the facial features, I was leaning toward African American which made sense to me because the Cherokee Nation took in a lot of runaway slaves and let them claim to be tribal members.

I then got down to the hard work of research. It turned out that Ida's father was of German descent; I found the paperwork that traced his family back more than a hundred years to Bavaria in Germany. I thought that was the end of it, then I heard an oral history that Ida's husband Ryle had a great-grandfather who had been born on a Indian reservation in Alabama, and someone by that name was on one of the official Cherokee name rolls. Mother's great-great-great-grandfather may have been Cherokee. That was the end of the road for my research, and left a big "maybe" as to whether my mother and I had Native American ancestry.

Then a few weeks ago, my cousin (on my father's side) had her DNA tested for ancestry. I had looked into doing that over a decade ago, but decided it cost too much. She told me the cost had come down, so I acquired a test kit and sent in my sample. I was so excited and looking forward to learning of my Native American ancestry and vindicating - authenticating - my mother's belief.

The results arrived a few days ago. I'm so disappointed. I'm 100% European; and unless there are errors, or something I don't understand about DNA testing, then Mom is too. That leaves unsolved the mystery of why Mom was so convinced that she was part Cherokee. I believe I have learned the answer to that.

Ida's great-great-grandfather immigrated to America in the mid 1700s and settled in Virginia. His son, Ida's great grandfather, moved to eastern Tennessee in 1810. That area of eastern Tennessee was populated with many Cherokee people. He settled in the same valley where Sequoyah, who created the Cherokee alphabet, lived. They probably knew each other. Two of his sons married Cherokee women which meant the family had a great deal of contact with the Cherokee people. My mother's mother grew up in the same farmhouse her great-great-grandfather had built. I surmise that my mother, when she was a little girl, heard the stories of how her family closely interacted with Native Americans, and from there the fantasy of her grandmother being half Cherokee grew into a sincere belief.

It's weird to believe something for most of my life, then find out it's untrue. I guess I'll have to resign myself to being mostly Scottish, but I'll always feel an affinity with the Native American people.

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*Robert Evans Wilson, Jr. is an author, humorist/speaker and innovation consultant. He works with companies that want to be more competitive and with people who want to think like innovators. Robert is the author of ...and Never Coming Back, a psychological thriller-novel about a motion picture director; The Annoying Ghost Kid, a humorous children's book about dealing with a bully; and the inspirational book: Wisdom in the Weirdest Places. For more information on Robert, please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com).*



# Student Chapter Reports



## Canisius College Chapter

The Canisius College APICS student chapter had to postpone its tour of BAK due to the company's ongoing restructuring; there are hopes to visit BAK in the spring semester of 2019.

In the month of November, APICS will be hosting a presentation of Mr. Philip Wzientek's internship at Moog Aircraft Group. He has been continuing his classroom studies of supply chains through hands on experiences; he has worked in several departments at Moog including: BOF & Electronics Commodity, Supplier Performance, and Process Management. Additionally, there are plans, if time permits, to host the 'Backpack to Briefcase' dinner before the close of the semester.

Submitted by  
Philip Wzientek, President  
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## University at Buffalo Chapter

During the midst of the busy semester, UB Supply Chain and Operation Management Club had their executive monthly meeting to discuss future club events. SCOM club has successfully organized the Bagel Fundraiser event on October 25th. Also, SCOM club hosted an Apple Picking event for strengthening the bond between SCOM club members. The whole event in the Fall season was amazing. SCOM has decided to invite some guest speakers in the upcoming months and host some facility tours as well.

Submitted by: Tasnia N Tonima  
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# Calendar of APICS Events



PDM - Professional Development Meeting

**Wednesday, November 7, 2018**

Place: Salvatore's Italian Gardens

Speaker: Mike Ford

Topic: "Purpleocity"

Holiday Party

**Thursday, December 6, 2018**

Place: Salvatore's Italian Gardens

PDM - Professional Development Meeting

Joint meeting with ISM-Buffalo

**Wednesday, January 16, 2019**

Plant Tour

**Wednesday, February 13, 2019**

Buffalo Games

Student Career Roundtable

**Wednesday, March 6, 2019**

PDM - Professional Development Meeting

**Wednesday, March 20, 2019**

Place: Salvatore's Italian Gardens

Speaker: Debra Hansford

Topic: "Optimal Inventory Levels"

PDM - Professional Development Meeting

**Wednesday, April 10, 2019**

Place: Salvatore's Italian Gardens

Speaker: Maryann Ross

Topic: "How to 5S Any Workplace"



### Mission Statement:

To be the number one resource for Operations and Supply Chain Management education in WNY.

### Vision Statement:

To develop leaders and inspire individuals and organizations to pursue excellence through lifelong learning and career advancement in the field of Operations and Supply Chain Management.



For updates on PDM meetings, educational offerings, and networking opportunities.